



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



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BENTLEY

Press Information

THE MACALLAN AND BENTLEY MOTORS JOIN FORCES IN EXTRAORDINARY JOURNEY TOWARDS A MORE SUSTAINABLE FUTURE

- **New collaboration sees The Macallan and Bentley form a global partnership focused on sustainability**
- **Expertise in carbon neutrality, sustainable ways of working and collaboration with nature to be shared and developed**
- **Bentley launches new Hybrid at The Macallan Estate**
- **Co-developed products and experiences to follow**

(Speyside, Scotland and Crewe, England, 6 July 2021) The Macallan single malt Scotch whisky and luxury British automotive manufacturer Bentley Motors have revealed a unique partnership that will build on their rich heritage to develop distinctive collaborations and further their vision of a more sustainable future.

United by a dedication to mastery, craftsmanship, creativity and innovation, the two world-leading brands will share learnings in sustainability and other areas of their respective industries, while pursuing the uncompromised excellence for which they are renowned.

By bringing together The Macallan's mastery of whisky-making with Bentley Motors' expertise in the world of luxury cars, the collaboration will create inspirational new products and immersive experiences that deliver timeless luxury balanced with a commitment to a more progressive world.

The global brand partnership was unveiled today at The Macallan Estate in the Speyside region of Scotland, alongside the launch of a new hybrid Bentley – the

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next step in Bentley’s journey to become the world’s leading sustainable luxury mobility company as part of its Beyond100 strategy.

Bentley’s Chairman and Chief Executive, Adrian Hallmark, comments: “Transforming Bentley into the world’s most sustainable luxury car company is an exciting journey, and I’m delighted to be working with The Macallan with one common goal – to both lead our fields as we work towards a more sustainable future. We will learn from each other in the coming months and years to advance our programmes together, and on the way work on some truly extraordinary projects and products. Our brands are two that share the same ethos - the passion for exceptional quality, a respect for artisanal craftsmanship, and now a drive towards genuine, world-leading sustainability. I’m looking forward to the adventure together.

Igor Boyadjian, Managing Director for The Macallan, said: “The Macallan and Bentley Motors each have a rich past, and shared values of mastery, craftsmanship, creativity and innovation. Our collaboration presents a remarkable opportunity to compare our time-earned knowledge and learn from each other, supporting fresh thinking about our businesses, our customers, and ultimately our products.

“A key focus of the partnership will be our commitment to a more sustainable future. The breath-taking natural landscape at The Macallan Estate provides the perfect platform for us to embark together on this exciting and extraordinary journey.”

Established by Alexander Reid on a plateau above the River Spey in north-east Scotland in 1824, The Macallan is renowned across the globe for its extraordinary single malt whiskies. Nurtured by nature for almost 200 years, sustainability is a

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constant guiding principle for the brand. Its wide-reaching sustainability strategy incorporates a range of elements including: giving back to communities; nurturing The Macallan Estate; progressive packaging; and partnering with sustainable suppliers.

Among its key goals are becoming carbon neutral by 2030, in advance of a wider whisky industry aims, promoting responsible sourcing and cultivating a global community of artisans. It is also committed to having a fully electric passenger vehicle fleet on The Macallan Estate by 2025. Following the partnership announcement with Bentley Motors, the brand will take delivery of two hybrid Bentleys this year.

Bentley Motors was founded in London in 1919 and quickly rose to fame in the world of motorsports, before carving out an unmatched position at the pinnacle of the automotive sector, able to combine luxury and performance in a unique and unrivalled way. Bentley Motors is the world's most sought after luxury car brand, and is now undergoing the biggest transformation in its 102-year history. The Beyond100 strategy outlined in November last year will see Bentley become the global leader in sustainable luxury mobility, with focus on sustainability in three key areas:

- Products, with the entire Bentley range being electrified by 2023, the first battery-electric Bentley by 2025 and an electric-only range by 2030
- Operations, building on Bentley's Crewe home being the first certified carbon-neutral factory for luxury car manufacture in the world, to extend carbon neutrality across the entire business

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- People, with a new Diversity and Inclusion strategy that both celebrates our differences while encouraging diversity and inclusivity across the workforce, including in management positions

The partnership will initially focus on a number of core areas, including the brand's shared journey to carbon neutrality, innovative research into the sourcing of sustainable materials, and teamwork on finding and sharing sustainable, local suppliers.

It will additionally deliver a wide range of projects over the coming years, including jointly-developed products from both The Macallan and Bentley, curated customer experiences and collaborative events. More details will be revealed in the coming months.

For further information visit www.themacallan.com and www.bentleymedia.com

Please drink responsibly. Do not drink and drive.

- ENDS -

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Notes to editors

Founded in 1824, The Macallan is renowned worldwide for its extraordinary single malt whiskies. Their outstanding quality and distinctive character reveal the uncompromised excellence pursued by The Macallan since it was established by Alexander Reid, on a plateau above the River Spey in north-east Scotland. In 2018, The Macallan opened a new chapter in its history with the launch of its award-winning Speyside distillery. Designed by internationally acclaimed architects to promote sustainability, the building takes inspiration from the surrounding ancient Scottish hills. It stands nearby Easter Elchies House, the Highland Manor built in 1700 which is The Macallan's spiritual home and remains the heartbeat of The Macallan's beautiful 485-acre Estate.

Bentley Motors is the most sought-after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations including design, R&D, engineering, Mulliner and production of the company's three model lines, Continental, Flying Spur, and Bentayga. The combination of fine craftsmanship, using skills that have been handed



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down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4,000 people at Crewe.

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